

2.67  
**FEATURING THE GREATEST ASSORTMENT  
AND LARGEST SUPPLY OF  
COMMERCIAL CUT FLOWER DAHLIAS  
AVAILABLE IN THE COUNTRY!!**



POMPON DAHLIAS — More Popular Now Than Ever Before  
Offered on Page 6

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# **FLOWER BULBS ROOTS AND PLANTS**



**Wholesale List**

**Spring 1955**

FOR TERMS OF SALE  
SEE PAGE 14

**SEE PAGES  
17 - 18 - 19  
For Fast Selling  
Line of  
Attractive  
Bulb  
Packages**

# **WALTER J. GUILLE, INC.**

**FLOWER BULB SPECIALISTS**

**SYOSSET, LONG ISLAND, NEW YORK**

Phone SYosset 6-1197—Day and Night Service



# WE ARE HEADQUARTERS FOR THE FINEST COMMERCIAL CUT-FLOWER



**DEUIL DU ROI ALBERT — The Leading Florists' Bicolor**



**D DAY — Fine Decorative Pink**

Note—You May Deduct 5% When Cash Accompanies Order. See Terms of Sale Page 14.

## DAHLIAS

To maintain our position as a leading supplier of Commercial Dahlias, we constantly strive to improve our list by taking on newer kinds as their value is demonstrated and discarding older varieties that have become obsolete. You can make your selection from our long list with every assurance that you will be getting the very finest that is available. You are cordially invited to visit our fields anytime during the growing season.

The initials behind each variety designate (ID) Informal Decorative; (FD) Formal Decorative; (C) Cactus; (SC) Semi Cactus.

### LARGE FLOWERING KINDS

	Strong Divisions EACH
<b>ADOLPH MAYER.</b> (SC) Dark purple, almost black. Large flower of unmatched beauty. ....	\$ .30
<b>ARTHUR GODFREY.</b> (FD) Enormous flower of orient red with buff shadings. One of the largest of all Dahlias. ....	.60
<b>AVALON.</b> (FD) Beautiful clear yellow. Old favorite for commercial use. Favors cold weather. ....	.12
<b>BERGER'S MASTERPIECE.</b> (C) The outstanding favorite in our cactus plantings. Color is soft lavender-pink with a yellow base. Narrow incurved florets borne profusely on tall, wiry stems. ....	.25
<b>BROEDER JUSTINUS.</b> (SC) Fine autumnal orange yellow. Excellent for both garden planting and commercial flower growing. ....	.25
<b>BURGERMEISTER LEMBERS.</b> (C) Light yellow commercial cut flower. Many flowers on long wiry stems. ....	.25
<b>CLARA CLEMENS.</b> BALL. Very striking bi-color. Medium size red flowers with white tips. Excellent commercial. ....	.20
<b>COMMANDO.</b> (FD) An excellent deep lavender garden variety. Produces many flowers on tall healthy bushes. ....	.20
<b>CROWN OF GOLD.</b> SHOW A striking combination of yellow-gold tipped bright red. Many flowers on medium size bushes. An excellent autumn Dahlia. ....	.15
<b>D DAY.</b> (FD) Solid colored true pink commercial. Medium size flowers of great abundance. ....	.20
<b>DEEP VELVET.</b> (FD) Many large deep pansy purple flowers on tall vigorous growing bushes. Excellent. ....	.40
<b>DEUIL DU ROI ALBERT.</b> (FD) The favorite florist bi-color. Flowers are violet purple with white tips. Free flowering and very striking. ....	.20
<b>EASTERN ECHO.</b> (FD) Variable red-lavender spotted. Medium size and free flowering. ....	.15
<b>FIVE STAR GENERAL.</b> (FD) Very large, light amaranth pink with tips of soft maize yellow. Sturdy bush with real stiff stems. ....	.40
<b>FRANCIS LA ROCCO.</b> (Improved) (FD) An improved strain of Francis La Rocco. Flowers are deeper yellow and their keeping quality is considerably better. ....	.15
<b>GALLANT FOX.</b> (FD) A leading commercial red that should be included in every Dahlia planting. One of the few Dahlias that can be successfully marketed in the hottest weather. ....	.12
<b>GENERAL J. J. PERSHING.</b> (SC) Coral and jasper red with a chrome finish. Long, strong stems. ....	.40

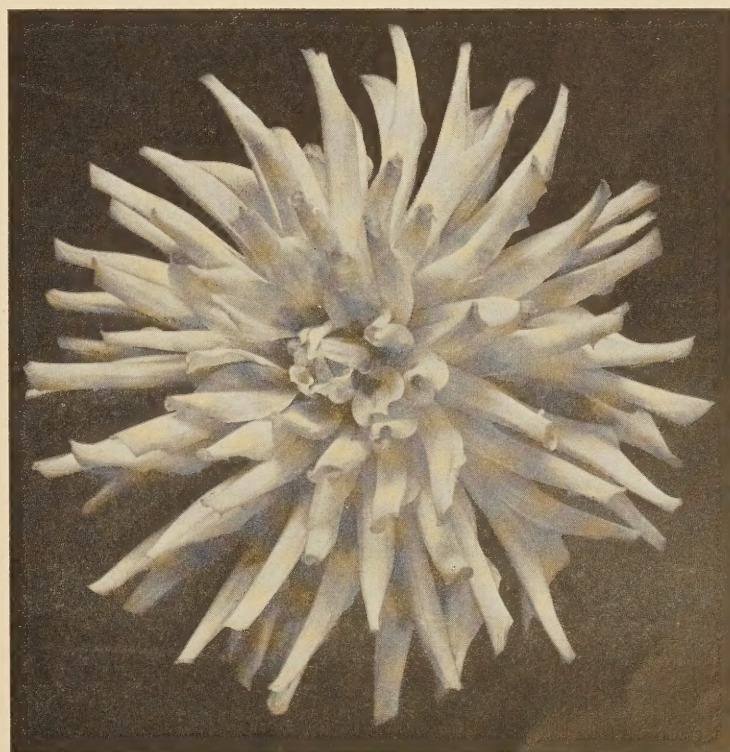


# DAHLIAS Large Flowering Varieties – Continued

	Strong Divisions EACH
<b>GOLDEN ECLIPSE.</b> (FD) An old favorite and still hard to beat in this color. Golden yellow shading to warm salmon. Late. ....	\$ .15
<b>HER GRACE.</b> (C) Outstanding true pink cactus. Abundance of perfectly formed flowers on each bush. ....	.30
<b>HOEK'S GLORY.</b> (C) Excellent cut flower cactus. The lilac color blooms are borne in profusion on tall wiry stems. Sport of Berger's Masterpiece. ....	.25
<b>JANE COWL.</b> (ID) Large shaggy flower of copper and gold. While not a commercial cut flower, this old favorite is still one of the most popular for garden use. ....	.25
<b>JANE LAUSCHE.</b> (SC) An outstanding bicolor of soft mallow purple with white tips. Very large and beautiful. ....	.40
<b>JEAN KERR.</b> (FD) The most popular white with commercial cut flower growers. The exceptional keeping quality of the medium size flowers makes them ideally suited for floral work. ....	.10
<b>JERSEY'S BEAUTY.</b> (FD) We have an extensive planting of this leading commercial pink. The stock we offer is carefully rogued and selected. ....	.15
<b>KELVIN.</b> (ID) Massive Dahlia of Tyrian pink suffused gold. Stocky bush. Large foliage and heavy stem. ....	.45
<b>KENTUCKY.</b> (FD) This beautiful orange sport of Jersey Beauty, in addition to being a leading commercial variety, is also an excellent garden Dahlia. ....	.20
<b>KENTUCKY SPORTSMAN.</b> (ID) A striking combination of orange, yellow and rose. Large flower. ....	.30
<b>KIRSTEN FLAGSTAD.</b> (FD) An enormous early variety of golden apricot on good, long stiff stems. ....	.35
<b>LAKE SIDE BEAUTY.</b> (FD) Pink with a cream center. Excellent commercial. Good keeper and fine grower. ....	.25
<b>LAVENDER JEWEL.</b> (FD) An excellent lavender pink commercial cut flower. Flowers slightly larger than Jean Kerr are borne in profusion from midsummer till frost. A must for florists. ....	.20
<b>LE TOREADOR.</b> (FD) A red commercial variety in the low price range. Medium size flat flowers of glowing deep red borne on strong, medium length stems. ....	.12
<b>MADAM ELIZABETH SAWYER.</b> (C) The finest lavender cactus. Consistent show winner. ....	.25
<b>MICHIGAN WHITE.</b> (SC) Extra fine commercial variety. Many perfectly shaped white flowers borne on long, strong stems. ....	.25
<b>MID WEST CHAMPION.</b> (ID) Violet rose with shades of yellow at petal base. Large and profuse. ....	.20
<b>MISS LIBERTY.</b> (FD) Spectacular bicolor-red tipped white. Large flowers of perfect form. ....	.25
<b>MONARCH.</b> (FD) Huge flowers of rich velvet red. Outstanding garden Dahlia. ....	.25
<b>MONTY.</b> (C) Bright cerise red cactus. Extremely free flowering. ....	.25
<b>MRS. A. E. WHEELER.</b> (FD) Royal purple garden Dahlia. Still one of the finest in this color. ....	.20
<b>MRS. GEORGE LE BOUTILLIER.</b> (FD) Rich velvety carmine produces giant flowers on long stems. Good garden variety. ....	.12
<b>MRS. HESTER A. PAPE.</b> (ID) Huge reddish purple flowers on tall strong plants. Excellent garden variety and consistent show winner. ....	.40
<b>MRS. I. DE VER WARNER.</b> (FD) While too soft for commercial use, this old favorite orchid lavender is a must in every garden collection. ....	.12
<b>MRS. JAMES ALBIN.</b> (FD) Soft lemon yellow. Strong bush and excellent foliage. Excellent cut flowers. ....	.18



A typical formal decorative variety designated in our list by the letters (FD) after the name.



MRS. VAN IERSEL

See Page 18 For Fast Selling Line of Dahlia Packages.



# DAHLIAS Large Flowering Varieties – Continued



A typical informal decorative variety designated by the letters (ID) after the name.



**PURITY (ISLIP)**

A New and Outstanding White Commercial

Strong  
Divisions  
EACH

<b>NEW YORK MARKET.</b> (FD) Long Island introduction. Flowers of white shaded lavender are profusely borne on tall, strong stems.	\$ .15
<b>OAKLEIGH CHAMPION.</b> (C) Blend of burnt orange and soft pink with yellow shadings. Outstanding cactus.	.20
<b>OGDEN REID.</b> (ID) Tremendous rose-pink flowers borne in profusion on vigorous bush. A beautiful garden Dahlia.	.20
<b>PURITY (ISLIP).</b> (FD) Our selection for the finest white commercial cut flower. Tall, healthy bushes bearing medium sized pure white flowers in great abundance.	.20
<b>PURPESLAK.</b> (FD) Medium sized flowers of dark lilac purple. Fine garden Dahlia.	.25
<b>RED JERSEY.</b> (FD) While not a sport of Jersey Beauty, this excellent commercial red does have the same habits of growth. Good form, color and stem. Late.	.15
<b>RED SPLENDOR.</b> (ID) Bright red cut flower variety. Many flowers. Healthy bush. Outstanding.	.25
<b>RIESEN WUNDER.</b> (C) A striking combination of purple-rose with white center. A fine cactus.	.25
<b>ROCKLEY DAZZLER.</b> (SC) Medium sized bright red cut flower variety. Exceptional.	.25
<b>ROSE GLORY.</b> (FD) Growth habits similar to Mrs. I. De Ver Warner. Flowers are a sturdy deep rose-pink.	.15
<b>SCARLET LEADER.</b> (C) Bright scarlet cactus. The perfectly shaped flowers hold their color in the brightest sunlight. Excellent cut flower.	.30
<b>SHIEK.</b> (C) Incurved cactus bicolor going from pink on petal tips to white at flower center. Profuse and beautiful.	.25
<b>SILVRETTA.</b> (C) Lilac salmon-rose flowers medium size but borne in great abundance.	.25
<b>SKYROCKET.</b> (SC) Bright scarlet. Large flowers with perfect form and solid color.	.35
<b>SON OF SATAN.</b> (SC) Intense flame red on excellent stems. Very striking.	.35
<b>SUPT. AMHRYN.</b> BALL Free blooming rose-pink. Excellent cut flower.	.15
<b>THE COMMODORE.</b> (ID) Color is bright lemon yellow. Flowers held high above foliage on long, stiff stems. Very profuse.	.12
<b>TYRUS STAR.</b> (C) Tyrus purple cut flower cactus. Keeps exceptionally well.	.25
<b>VICTORY.</b> (FD) The color is rose pink suffused gold. Very beautiful garden Dahlia and excellent cut flower as well.	.20
<b>VITALITY.</b> (FD) One of the finest formal yellow varieties. Perfect form and substance.	.25
<b>WATCHING GIANT.</b> (ID) A huge yellow gold variety that is a constant performer for garden use. Fine form and substance on good stems.	.12
<b>WHITE KING.</b> (FD) One of the leading pure whites with commercial growers. The flowers are of perfect form and substance on good stems.	.12
<b>WHITE SUPERIOR.</b> (C) Large pure white cactus with perfect form and excellent growth habits.	.25
<b>WORLD EVENT.</b> (ID) Large Tyrian rose flowers on vigorous healthy bushes. Beautiful garden Dahlia.	.25
<b>YELLOW STAR.</b> (C) An outstanding pure yellow cactus. Abundant flowers on wiry stems.	.25



# MINIATURE DAHLIAS

Miniature Dahlias are small forms of the large flowering types and they average 3" to 4" in diameter. Most of the varieties are extremely free flowering and can be grown without disbudding. Their size and gracefulness make them ideal for many uses. Our list of varieties has been carefully selected to provide the best in each color and type.

	Strong Divisions Each
<b>ANDRIES ORANGE.</b> Bright orange miniature cactus. ....	\$ .20
<b>AYESHA.</b> Bright orange flowers with an exceptional keeping quality. ....	.20
<b>BISHOP OF LLANDAFF.</b> Attractive bright scarlet flower with bronze foliage .....	.20
<b>BLUE EYE.</b> Formal lavender pink with dark center. ....	.20
<b>CORALETE.</b> Clear coral. Excellent cut flower. ....	.20
<b>CORINNA.</b> Canary yellow. Formal decorative. ....	.18
<b>DAINTY BALL.</b> Very delicate lavender. Flowers borne in great profusion .....	.20
<b>DOLLY.</b> Deep pink formal. Tall and profuse. ....	.20
<b>FAIRY.</b> Clear pink formal. Tall and free flowering. ....	.15
<b>IKE.</b> Rich red, very profuse. Fine cut flower. ....	.15
<b>LILY BELLE.</b> Apple blossom pink. Many flowers on tall bush. ....	.18
<b>LITTLE FIREBALL.</b> Formal bright red with bronze foliage. ....	.20
<b>LITTLE LEMON DROP.</b> Perfectly shaped formal lemon yellow flowers on vigorous bush. ....	.20
<b>LITTLE REESE.</b> Abundance of strawberry red small formal blooms. Outstanding for cut flower use. ....	.20
<b>LITTLE ROSEATA.</b> One of the best cut flower miniatures. Soft pink. Long stems. ....	.18
<b>LITTLE WISTERIA.</b> Lavender with a darker purple center. Excellent cut flower. ....	.20
<b>PEGGY LINDLEY.</b> Clear golden orange on long graceful stem. Excellent keeper. ....	.18
<b>PEQUOT YELLOW.</b> Rich yellow single that holds its petals and flowers profusely. ....	.25
<b>SANDRA.</b> Red and white formal bicolor. ....	.20
<b>SPRINGHILL ROSE.</b> Deep rose red. Formal .....	.15
<b>SUFFOLK.</b> Formal orange flowers. Long stems and perfect formation. ....	.18
<b>TARGET.</b> Miniature semi-cactus. Fine autumnal shade of bronze-yellow .....	.18
<b>WHITE FAWN.</b> Without doubt the finest decorative white variety. Extremely free flowering. ....	.12



BISHOP OF LLANDAFF



IKE



LILY BELL



A TYPICAL MINIATURE CACTUS

See Page 18 for Miniature and Pompon Dahlias in Attractive Packages.



# POMPON DAHLIAS

For years we have made a specialty of Pompon Dahlias and, by selecting the finest varieties available in each color and offering them at most reasonable prices, we have done much to encourage their more general use.

You can select from this list with the assurance that you are getting the leading variety in each color.



JOE FETTE



MARY MUNNS



MORNING MIST



ROTHOUT

	Strong Divisions Each
<b>ALBINO.</b> Small flowers of pure white. Free flowering. ....	\$ .15
<b>AMBER QUEEN.</b> Solid amber color. Beautiful shade. Flowers larger than average. ....	.12
<b>BETTE ANNE.</b> A nice little soft pink variety. ....	.20
<b>BRONZE BEAUTY.</b> Bronze and old gold. Good commercial cut flower variety. ....	.12
<b>CARDINAL.</b> Tall growing with medium size deep red flowers. ....	.15
<b>EDITH MUELLER.</b> A beautiful two-toned variety of golden orange at base and salmon red at petal tips. Very fine. ....	.15
<b>FRAMBOOSJE.</b> Small flowers of strawberry red. ....	.20
<b>IROQUOIS LITTLE RED.</b> Dark red. Vigorous grower. ....	.20
<b>KOCHELSEE.</b> Extra fine scarlet. One of the best new pompons. ....	.20
<b>LITTLE ELK.</b> A rich shade of bronze. ....	.20
<b>LITTLE HERMAN.</b> A red and white pompon. Perfect form and shape. ....	.12
<b>LITTLE SNOW WHITE.</b> The finest white pompon. Highly recommended. ....	.20
<b>MARY MUNNS.</b> Fine lavender variety that is considered the very best among some florists. Good producer. ....	.12
<b>MISS ALMA.</b> Striking combination of lavender and white. ....	.18
<b>MORNING MIST.</b> A fine florist's variety. Color is rosy-lavender overlay on white base. ....	.12
<b>RED WARRIOR.</b> Free flowering red. ....	.20
<b>RITA M.</b> Bright orange-red tall and profuse. ....	.20
<b>ROSA WILMOTH.</b> Deep rose-pink. Medium size. ....	.15
<b>ROTHOUT.</b> Deep scarlet and a favorite in this color. Long, strong stem. ....	.15
<b>SHERRY.</b> Beautiful shade of petunia purple. ....	.18
<b>YELLOW GEM.</b> Creamy yellow and considered best in this color. ....	.12
<b>YOULETTE.</b> Light bronzy yellow. ....	.15

REMEMBER! You May Deduct 5% For Cash With Order. See Terms of Sale, Page 14.



# GROWING DAHLIAS FOR CUT FLOWERS

Any good farm or garden soil will produce a satisfactory Dahlia crop. Select an exposed, sunny location free from tree roots. Dahlias make a lot of growth throughout the season and therefore require a lot of feed. We suggest one ton of good potato fertilizer to the acre, broadcast and disced in before planting, followed by one or two applications through the season of 500 lbs. per acre. Dahlias also want moisture but they must be planted on soil that is well drained. Any rain that submerges any part of the plant or root for more than a few hours can prove fatal. To maintain the plants in a good growing condition they should be irrigated on dry soils when the rainfall is less than 1" per week.

The planting season depends on climactic conditions. The roots will start to grow as soon as the soil is warm in the spring but subsequent plantings can be made as late as June. Do not, however, plant on very hot days for a soil temperature above 70° may cook the tubers.

Planting is simplified by opening straight furrows six inches deep and three feet apart. Place the tubers horizontally in the direction of the furrow, eyes-up, all facing the same way. Space large flower varieties 2 feet apart and the miniature and pompon kinds about 18". Cover with about two inches of soil and depend on subsequent cultivation when the plants are up to fill the depression or even ridge them after they are a foot tall.

With the plants in straight rows hand cultivation is reduced to a minimum. After the plants are a foot tall cultivate not more than two inches deep every week or as often as necessary to eliminate weeds and maintain a dust mulch.

Staking and tying the plants is desirable with small plantings. It is, however, quite costly and therefore not generally practiced by commercial growers who prefer straightening the plants after rain and wind storms.

Large-flowered Dahlias require systematic pruning to produce good flowers on long stems. When the plants have formed their second pair of full-sized leaves, cut out the center shoot just above the crotch of the upper pair. (See illustration.) Soon after the first pruning four laterals will be growing from the axil of the four leaves.

Before the next pruning step is taken the grower must decide on the number of flowers wanted per plant. The greater their number, the smaller the size. For four flowers of the largest size remove all further side shoots as they appear. If eight flowers are the goal per plant the four laterals are cut back just above their first pair of leaves. This will cause the growth of two secondary laterals from each. The number of flowers could be doubled by treating the secondary laterals in the same way as the primary ones.

All Dahlias form more than one flowerbud at the end of each branch. With large flowering varieties only one should be permitted to remain. The center one usually is chosen because it is the first to open and also the strongest. Pinch out all others. With miniature and pompon varieties these side buds can remain and make additional flowers.

## INSECTS AND DISEASES

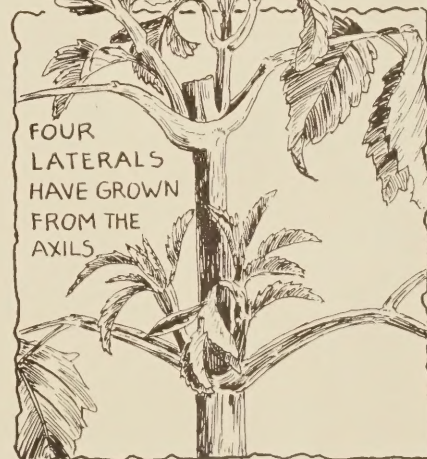
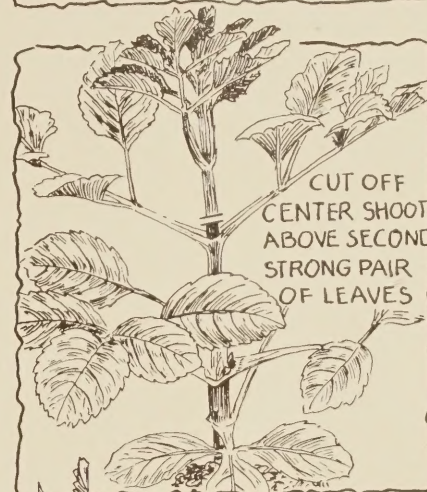
In most sections the Dahlia leafhopper is the worst pest with thrips a close second. Both are sucking pests easily controlled by keeping the plants covered with DDT. One pound wettable 50% DDT powder to 100 gallons of water together with a good sticker-spreader will give nearly perfect control if applied as a fine, forceful spray which will settle on all parts of the plants. This material also takes care of the corn borer and tarnishing plant bug.

While most growers can identify thrips readily, the Dahlia leafhopper, which is also called Potato and Apple leafhopper when found on these plants, is less familiar to many despite its rating as the number one enemy. They rest on the underside of the leaves and when disturbed the young ones move quickly, often with a characteristic side motion which suggests skidding, in order to reach the other side of the upturned leaf. In their winged adult stage they will disperse from disturbed plants like a miniature cloud of dust if the infestation is severe. The sucking causes the leaves to curl and buckle, and they also become discolored.

Both the Dahlia leafhopper and thrips carry virus diseases and their prompt destruction all through the growing season offers the only effective means of keeping the plants free, or nearly so, from these damaging diseases.

There is no known cure for virus diseased plants. These are quickly recognized by the stunted, off-color appearance. They should be pulled out and destroyed.

Flowers should be cut preferably in early morning. Remove all foliage from the part of the stem which will be under water as it will turn black and start decay very quickly. Short-stemmed varieties will keep in good condition if sprinkled with water and kept between layers of wet cloth or paper; others should be plunged deeply in cold water. Flowers which fail to revive promptly can be restored by making a slanting cut of the stem **under water**.





# GLADIOLUS

Finest Quality — Our Own Long Island Grown



	Per	No. 1	No. 2
<b>AUREOLE.</b> Ruffled light yellow. Opens many well placed florets on tall willowy stems. ....	100 1000	\$3.50 30.00	\$3.00 24.00
<b>BENJAMIN BRITTEN.</b> Very large clear magenta. Excellent cut flower even in the hottest weather. ....	100 1000	3.50 30.00	— —
<b>BIRCH RED.</b> One of the finest medium dark reds. Tall, straight plant. Perfect placement. ....	100 1000	4.50 35.00	3.50 28.00
<b>BURMA.</b> Heavily ruffled very deep rose. Enormous florets on medium height plant. Very strong grower. ....	100 1000	3.50 30.00	3.00 24.00
<b>CARRARA.</b> Creamy white commercial. Extremely vigorous healthy grower. Consistent performer. ....	100 1000	3.50 30.00	3.00 24.00
<b>CONVOY.</b> Clear true purple. Large, slightly waved florets. Excellent cut flower. ....	100 1000	4.50 35.00	3.50 28.00
<b>DAISY MAE.</b> Beautiful orange pink with cherry throat blotch. A leading commercial. ....	100 1000	4.50 35.00	3.50 28.00
<b>DAWN GLOW.</b> Light distinctive shade of rose. One of the finest varieties in the color. ....	100 1000	4.50 35.00	3.50 28.00
<b>DR. FLEMING.</b> Bright pink with large white blotch. Heavily ruffled. Outstanding Gladiolus. ....	100 1000	3.50 30.00	— —
<b>DUSTY MILLER.</b> Old rose with distinctive cream lines. A fine garden variety. ....	100 1000	3.50 30.00	3.00 24.00
<b>ELIZABETH THE QUEEN.</b> Very beautiful lavender with large ruffled florets. Long, heavy flower spike on medium length stem. ....	100 1000	3.50 30.00	3.00 24.00
<b>EVANGELINE.</b> Gorgeous light pink. Huge nicely ruffled florets on long, strong spike. A champion. ....	100 1000	5.00 40.00	4.00 32.00
<b>FLORENCE NIGHTINGALE.</b> A leading white commercial. Tall, straight grower with many florets nicely placed. ....	100 1000	4.50 35.00	3.50 28.00
<b>GOLD DUST.</b> Deep yellow. Early. Still one of the leading yellow commercial varieties. ....	100 1000	3.50 30.00	— —
<b>HANS VON MEEGEREN.</b> Very bright clear deep yellow. A consistently good performer. ....	100 1000	3.50 30.00	— —
<b>JAMBOREE.</b> Deep salmon orange with clear yellow lip. Outstanding in this color. ....	100 1000	3.50 30.00	3.00 24.00
<b>JOHANN STRAUSS.</b> A very early light red. Extremely large spike. ....	100 1000	3.50 30.00	— —

Less Than 25 Bulbs Sold at the Dozen Rate, From 25 to 249 at the 100 Rate, 250 and More at the 1000 Rate



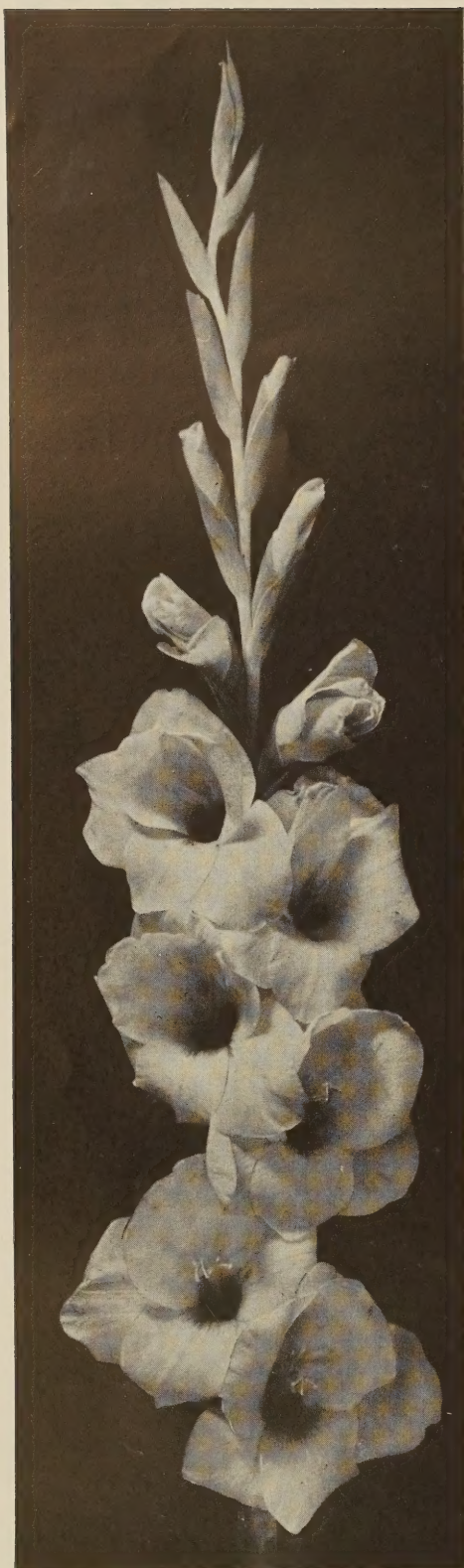
# GLADIOLUS — Continued

	Per	No. 1	No. 2
<b>LADY JANE.</b> Clear cream with yellow lip petals. Excellent placement. Consistent performer. ....	100 1000	\$4.50 35.00	— —
<b>LAKE PLACID.</b> Beautifully ruffled clear white with a creamy yellow throat. An excellent late flowering commercial. ....	100 1000	4.50 35.00	\$3.50 28.00
<b>LIPSTICK.</b> Distinctive bicolor. Shell pink with rose-red blotch. Extra. ....	100 1000	5.00 40.00	4.00 32.00
<b>LODESTAR.</b> Medium yellow shading to deeper yellow. Somewhat ruffled. Well placed florets on tall spike. ....	100 1000	4.50 35.00	3.50 28.00
<b>MANSOER.</b> Blood red with a brown glow. Large florets on tall slender spike. ....	100 1000	3.50 30.00	— —
<b>MEG.</b> Strong growing ruffled clear yellow. Outstanding. ....	100 1000	3.50 30.00	3.00 24.00
<b>MONTPELIER.</b> A very tall growing clear pink. The many florets are well placed and open well from bud. ....	100 1000	4.50 35.00	3.50 28.00
<b>MOTHER KADEL.</b> An excellent commercial yellow variety. Medium size florets of clear yellow. ....	100 1000	4.50 35.00	3.50 28.00
<b>NEW EUROPE.</b> Vivid garnet red. Enormous florets on tall strong stems. Good commercial. ....	100 1000	4.50 35.00	— —
<b>PAUL RUBENS.</b> Large spike of deep violet florets. Excellent garden and commercial Gladiolus. ....	100 1000	3.50 30.00	— —
<b>PICARDY SELECT.</b> Our stock of this most popular coral pink variety is carefully rogued and selected each season. ....	100 1000	4.50 35.00	— —
<b>SALUTATION.</b> Clear light pink with small dark spot in the throat. Rufflet florets. Early. ....	100 1000	4.50 35.00	3.50 28.00
<b>SHERWOOD.</b> A beautifully ruffled deep purple with a slightly darker throat. Long flower spike. Extra fine. ....	100 1000	4.50 35.00	3.50 28.00
<b>SNOW PRINCESS.</b> One of the leading commercial Gladiolus. Creamy white shading to pure white. ....	100 1000	3.50 30.00	— —
<b>SNOWBANK.</b> A very beautiful ruffled white with slightly creamy throat. Very large florets. ....	100 1000	4.50 35.00	3.50 28.00
<b>SPIC &amp; SPAN.</b> An outstanding deep ruffled pink. Many well placed florets which open well in the hottest weather. Tall heavy spike. ....	100 1000	4.50 35.00	3.50 28.00
<b>SPOTLIGHT.</b> Pure yellow with a striking scarlet marking in throat. Nicely arranged florets on long stem. ....	100 1000	5.00 40.00	4.00 32.00



Gladiolus Continued on Next Page





SPOTLIGHT

See Page 17 For Our Attractive  
Line of Packaged Gladiolus Both  
Large Flowering and Miniature.

## GLADIOLUS — Continued

	Per	No. 1	No. 2
<b>TITAN.</b> Huge salmon rose, enormous florets that open well on tall straight spike. ....	100 1000	\$3.50 30.00	\$3.00 24.00
<b>TIVOLI.</b> Beautiful soft rose. Considered the leading commercial in many sections. Tall and consistent. ....	100 1000	5.00 40.00	4.00 32.00
<b>TOPSCORE.</b> Vermillion red with a carmine blotch. A consistently fine Gladiolus. ....	100 1000	3.50 30.00	— —
<b>UHU.</b> Lobster red with lilac stripes. An exceptionally fine variety for cut flower and garden use. ....	100 1000	4.50 35.00	— —
<b>VALERIA.</b> One of the leading commercial reds. Well placed light scarlet flowers on tall stems. ....	100 1000	3.50 30.00	3.00 24.00
<b>WHITE GODDESS.</b> A strong growing ruffled creamy white. Opens many well placed florets at one time. Consistently good. ....	100 1000	4.50 35.00	3.50 28.00
<b>XANTHIA.</b> A new clear yellow that we ask all our customers to try. ....	100 1000	4.50 35.00	3.50 28.00

## MINIATURE GLADIOLUS

We offer the following beautiful small flowering varieties that are ideal for border planting and artistic floral arrangement. Bulbs measure one and 1/4 inches or more in diameter.

	Per 100	Per 1000
<b>COPERNICUS.</b> Coppery orange. ....	\$4.50	\$36.00
<b>HER GRACE.</b> Lilac rose, white throat. ....	3.50	30.00
<b>ORANGE PAPILLON.</b> Salmon-orange, carmine blotch. ....	3.50	30.00
<b>ORCHID LILAC.</b> Lilac with white blotch. ....	5.25	42.00
<b>PICCADILLY.</b> Orange-red, darker blotch. ....	5.25	42.00
<b>POTGIETER.</b> Coral red, yellow throat. ....	3.50	30.00
<b>QUEEN OF PRIMULINUS.</b> Salmon, yellow center. ....	5.25	42.00
<b>ROLAND.</b> Orange-red. ....	5.25	42.00
<b>WHITE CITY.</b> White. ....	4.50	36.00
<b>YELLOW SPECIAL.</b> Amber yellow. ....	4.50	36.00
<b>SUPERFINE MIXTURE.</b> ....	4.00	35.00

## GLADIOLUS MIXTURES

	Per	No. 1	No. 2
<b>STANDARD MIXTURE.</b> A well balanced assortment of colors is represented in this fine mixture. ....	100 1000	\$3.50 30.00	\$3.00 24.00
<b>EXHIBITION MIXTURE.</b> Contains only the large flowering types in the better varieties. Wide range of color. ....	100 1000	4.50 35.00	3.50 28.00
<b>OVERSIZE MIXTURE.</b> Large bulbs measuring 2" and over. ....	100 1000	4.50 35.00	— —



## BEGONIAS – Tuberous-rooted

No other bulbous subject has increased in popularity over the past few years so much as these Begonias. They make a very useful and beautiful pot plant for early spring but they serve their best purpose when grown outdoors—for here they provide a continuous feast of beauty until cut down by frost.

### Double Camellia

ORANGE	}	<b>FIRST SIZE BULBS</b> 1½" to 2"	
PINK		Doz.	\$ 1.50
RED		100	10.00
		1000	90.00
SALMON	}	<b>TOP SIZE BULBS</b> 2" to 2½"	
WHITE		Doz.	\$ 2.25
YELLOW		100	15.00
		1000	140.00

### Single

ORANGE	}	<b>FIRST SIZE BULBS</b>	
PINK		Doz.	\$ 1.50
RED		100	10.00
SALMON	}	1000	90.00
WHITE			
YELLOW			

Also Two Beautiful Ruffled Types

### Crispa

ORANGE	}	<b>FIRST SIZE BULBS</b>	
PINK		Doz.	\$ 2.00
RED		100	12.00
SALMON	}	1000	115.00
WHITE			
YELLOW			

### Fimbriata

ORANGE	}	<b>FIRST SIZE BULBS</b>	
PINK		Doz.	\$ 2.00
RED		100	12.00
SALMON	}	1000	115.00
WHITE			
YELLOW			

See Page 19 for Our Attractive Begonia Package

## GLOXINIAS

Flower lovers have long known the beauty of these Gloxinias as a house plant but only a few know that they can also be so successfully grown outdoors. Planted in a semi-shaded location and treated the same as Begonias they will bloom over a long period and provide something unusual and very beautiful.

**BLANCHE DE MERU.** White with pink border.

**EMPEROR FREDERICK.** Scarlet bordered white.

**EMPEROR WILLIAM.** Violet bordered white.

**ETOILE de FEU.** Scarlet

**HOLLYWOOD.** Fine new violet blue variety that is widely acclaimed. Extra large frilled flowers.

**KING OF THE REDS.** Dark red.

**MONT BLANC.** Pure white.

**PRINCESS ELIZABETH.** Blue with white throat.

**QUEEN WILHELMINA.** Pink and violet.

**TANNENBERG.** New beautifully frilled variety  
Color is glowing crimson.

**VIOLACEA.** Blue and Violet.

ALL ABOVE VARIETIES AT THE SAME PRICE

1st size bulbs, 1½"-2" per doz. \$2.50; per 100 \$16.00; per 1000 \$150.00

Top size bulbs 2"-2½" per doz. \$3.50; per 100 \$22.50; per 1000 \$215.00

### We are not "JUST ANOTHER BULB DEALER"

When you buy from us you deal with experienced bulb men. Many members of our staff have devoted their life time to the growing and processing of flower bulbs and have thus gained an intimate knowledge of these crops that can only be acquired through long practical experience.

Here on our Long Island farms we grow all the subjects that can be produced in this area and no one grows them any finer. The other stocks we list are imported from the most reliable of foreign growers.

Storage is also important for bulbs are living plants and are influenced by every condition to which they are subjected. Our bulbs are stored under ideal temperatures in buildings ventilated with pure country air.

You Can Deduct 5% When Cash Accompanies Order



BEGONIA—Tuberous Rooted Double



BEGONIA—Tuberous Rooted Crispa



GLOXINIA





ACIDANTHERA



AMARYLLIS, GIANT HYBRID



ANEMONE ST. BRIGID

## ACIDANTHERA

**MURIELAE.** The foliage and growth are similar to Gladiolus but the individual florets develop over a long period. They are white with a chocolate blotch and are sweet-scented. Plant and treat the same as Gladiolus.

Per 100 \$4.00; Per 1000 \$35.00

## AMARYLLIS – Giant American Hybrids

A selected strain with large flowers in a very wide color assortment. These bulbs normally flower the middle of March, so be sure to order before this date. Mixed colors.

	Doz.	100		Doz.	100
2" to 2 1/4" .....	\$1.25	\$9.00	2 1/2" to 2 3/4" .....	\$2.25	\$16.50
2 1/4" to 2 1/2" .....	1.80	12.50	2 3/4" to 3" .....	3.25	22.50

## AMARYLLIS – Royal Dutch Strain

These Royal Dutch Amaryllis are the largest and finest in the world. The trumpet shaped flowers of the older types has been changed to a much flatter surface which adds to the size and appearance. The colors are brighter and more solid. They are easily grown in greenhouse or home and with no other subject is so much beauty produced in such a short time. The usual flowering period is late February or early March. The bulbs are ready for immediate shipment and are available in the following colors:

WHITE	PINK	SALMON
DEEP SCARLET	LIGHT RED	ORANGE

PRICES FOR LARGE BULBS: White and Pink, each \$3.00; 3 for \$7.50

All other colors, each \$2.00; 3 for \$5.50

## AMARYLLIS FORMOSISSIMA (SPREKLIA SUPERBA)

This is the improved form. Flowers are larger and a much more brilliant red.

Per Doz. \$3.50; Per 100 \$25.00

## HARDY AMARYLLIS – Lycoris

We have a limited supply of these bulbs on hand for immediate delivery.

LYCORIS SQUAMIGERA — Pink.

Per Doz. \$2.00; Per 100 \$12.00; Per 1000 \$100.00

In early August we will have available a list of several other varieties of Lycoris suitable for planting in Southern and Northern states.



## AFRICAN LILY (Amorphophallus Rivieri)

This rare bulb produces an attractive palm-like growth that is very ornamental through the whole summer season. The flower, which is an enormous Calla-shaped blossom, appears while the bulbs are dormant in the spring.

Mammoth Flowering Bulbs - each \$.75; Doz. \$8.00

Medium Size Bulbs - - - each .50; Doz. 5.00

## ARUM CORNUTUM (Monarch of the East)

Rose purple, streaked ivory, Calla like flowers. Will flower without soil in late February. Tubers can then be planted in the garden where their summer foliage is exotic.

Per Doz. \$1.50; Per 100 \$10.00

## ANEMONES

Anemones in Packages Offered on Page 14.

These bulbs may be planted in early spring with marked success, and they do remarkably well outdoors in many sections of the country.

### SAINT BRIGID

Large, semi-double flowers on long, strong stem. Mixed colors.

	100	1000
One year bulbs .....	\$1.25	\$10.00
Two year bulbs .....	2.50	20.00
Mammoth bulbs .....	3.00	25.00

### DE CAEN

Fine single form available in a wide range of mixed colors.

	100	1000
One year bulbs .....	\$1.25	\$10.00
Two year bulbs .....	2.50	20.00
Mammoth bulbs .....	3.00	25.00



## CALADIUM — Fancy Leaved

The large, brilliant colored leaves that these bulbs produce make an unequalled display for the summer garden. As a pot plant for florists' use, there is no better summer subject. Bulbs have been in short supply for several seasons, so please order early to insure delivery.

WE OFFER FIVE OF THE MOST POPULAR VARIETIES:

**CANDIDUM.** Leaf snow white with green veins and network, narrow green border. Fine Easter variety.

**D. M. COOK.** Dark moss green with plum red center and red ribs. Leaf crumpled and red spotted.

**LORD DERBY.** Transparent rose with green ribs. Narrow green edge.

**MRS. F. SANDERS.** Round dark green leaf heavily blotched transparent deep rose.

**MRS. W. B. HALDEMAN.** Medium leaf of bright pink. Narrow green edge. Very popular.

Any of the Above .....per doz. \$2.25; per 100 \$15.00; per 1000 \$140.00

## CALLAS

All of the Callas offered below are suitable for garden planting and combine the rare combination of decorative foliage with flowers of unusual keeping qualities. Those who are seeking unusual items of rare and odd beauty should plant them.

	Doz.	100
<b>ALBA MACULATA.</b> A fine summer garden variety. Creamish white flowers with beautiful spotted foliage. ....	\$2.50	\$17.50
<b>ELLIOTTIANA.</b> The well known yellow Calla. Does exceptionally well in the garden where it makes a striking display. ....	3.00	20.00
<b>REHMANI.</b> A beautiful and dainty dark pink variety. A gem in any garden. First time at these low prices. ....	2.25	15.00
<b>BABY YELLOW.</b> A new hybrid variety. Flowers are pure golden yellow about 2½" in diameter. A gem for the garden. ....	3.50	25.00

## CANNAS

Cannas are the showiest of all summer bedding plants and as a result are always in demand and are among the leading sellers for storekeepers.

**APRICOT.** Pale salmon pink.  
**CITY OF PORTLAND.** Glowing pink.  
**COPPER GIANT.** Very fine deep pink with green foliage.  
**KING HUMBERT RED.** Orange scarlet.  
**KING HUMBERT YELLOW.** Golden yellow.  
**KING MIDAS.** Yellow.  
**ROSEMOND COLES.** Large red with green foliage.  
**THE PRESIDENT.** Red.  
**WYOMING.** Dark orange with purple foliage.

### ALL AT THE SAME PRICE

Per 100	\$ 8.00
Per 1000	70.00

**EUREKA.** We have a limited supply of this fine white variety.  
 Per 100 \$9.00; Per 1000 \$80.00

## DICENTRA (Bleeding Heart)

We have a fair supply of this very fine perennial. The roots make a quick growth very early in the spring so we cannot fill orders later than April 1st.

	Doz.	100
Medium Sized Clumps, 4 to 5 eyes .....	\$5.50	\$35.00

## HYACINTHUS CANDICANS

These flowers resemble huge Hyacinths with stalks 3 to 4 feet high and with drooping, Hyacinth-like white bells. They make a long and good showing when planted in borders.

Per Doz. \$1.00; Per 100 \$6.50; Per 1000 \$60.00

6 or More at Dozen Rate; 25 or More at 100 Rate; 250 or More at 1000 Rate



YELLOW CALLAS IN THE GARDEN



CALLA REHMANI



DICENTRA (Bleeding Heart)





ANEMONE PACKAGE

## Anemone Packages

4½" x 7" lithographed in natural colors.  
Planting instructions on reverse. No names shown. Each package contains 12 bulbs.

Per 100 Packages \$15.00

## Ranunculus Packages

Same type of envelope as above.  
Package Containing 12 Bulbs

Per 100 Packages \$15.00



RANUNCULUS PACKAGE

## GLORIOSA

Beautiful climbing Lily. Can be forced during winter months or grown outdoors in spring. Very colorful with wavy, reflexed petals and long spreading stamens.

ROTHCHILDIANA. Crimson with yellow base and margins. 1st size. ....Each \$ .50; Doz. \$5.00  
Mammoth Tubers. ....Each .80; Doz. 8.00

## ISMENE

We are probably the largest growers of these bulbs and have selected the strains and varieties with great care and all are guaranteed genuine. They are decorative and useful summer flowers for garden or for cutting. Supply is limited.

ADVANCE. Improved Calathina. Flowers are taller and larger. ....Each, \$ .60; Per Doz., \$6.00

CALATHINA. Large, Amaryllis-like foliage with white, sweet-scented flowers resembling a giant Daffodil. There are many worthless varieties masquerading under this name. Ours is the true stock.

	Doz.	100		Doz.	100
2¼"	\$2.50	\$17.50	3"	\$4.25	\$30.00
2½"	3.00	20.00	3¼"	4.50	35.00
2¾"	3.60	25.00	3½"	5.00	40.00

FESTALIS. A free-flowering variety with elegant pure white flowers. Petals nicely curved.

Each, \$ .75; Per Doz., \$8.00

HARRISIANA. Small, star-shaped flowers of pure white. Pretty and unusual.

Each, \$ .75; Per Doz., \$8.00



ISMENE CALATHINA



JAPANESE IRIS

## JAPANESE IRIS

We are making a direct importation from Japan of these beautiful Iris. It is a fine assortment of the best hybrids in a very wide color range. Spring is the best time to plant them. These Iris have been in very short supply for many years and we welcome the chance to offer this fine stock.

Per doz., \$1.00; Per 100, \$7.50; Per 1000 \$70.00

## TERMS AND CONDITIONS OF SALE

This list cancels all previous quotations. Prices as quoted f.o.b. Syosset and include packing. Terms are less 5% for cash with order or net 30 days, less 2% in ten days, on approved credit. Less than 25 bulbs sold at dozen rate, from 25 to 249 at 100 rate, 250 and more at 1000 rate.

### NON-WARRANTY

Although we exercise the greatest care and precaution in sending out only such stock as should perform entirely satisfactory, we nevertheless give no guarantee, expressed or implied, as to the quality, description or productiveness of any bulbs or roots we send out and will in no way be responsible for the crop. If the purchaser does not accept our bulbs or roots under these conditions, they are at once to be returned. No claims whatever will be allowed unless reported to us within 48 hours after the merchandise is received.



## MONTBRETIAS

While Montbretias do not have the keeping qualities of Gladiolus, they still are quite valuable as cut flowers and their colors, especially in the orange shades, give them a decorative usefulness not available in any other seasonal flowers. Bulbs should be planted and handled the same as Gladiolus. Each bulb produces several flower spikes. Our list of varieties comprises the whole color range.

**AURANTIACA** — Pale yellow.

**CARMINE BRILLIANT** — Carmine red.

**GOLDEN WEST** — Golden yellow.

**FANTASY** — Brick red.

**METEOR** — Red and yellow.

**POTSI GRANDIFLORA** — Pale red.

ALL AT THE  
SAME PRICE

Per Doz.	\$ .40
Per 100	3.00
Per 1000	25.00

Fine Mixture of All Colors — Doz. \$ .35 100, \$2.50 1000, \$20.00

## OXALIS DIEPPE

These bulbs make delightful border plants. They have clover-like foliage and are a mass of blooms all Summer.

Per Doz. \$ .25 Per 100 \$1.75 Per 1000 \$15.00

## RANUNCULUS CLAREMONT GIANTS

Those who have seen these fine new strains of double Ranunculus with their massive flowers that measure up to 6" across are enthusiastic in their praise.

We offer a fine mixture of assorted colors in this large Claremont strain.

	Per 100	Per 1000
3/8 to 1/2 in. ....	\$1.60	\$12.00
1/2 to 5/8 in. ....	2.50	20.00
5/8 to 3/4 in. ....	3.25	27.00
3/4 to 1 in. ....	4.25	38.00

Ranunculus package offered on Page 14

## TIGRIDIA PAVONIA

For brilliancy of color there are few floral subjects that can compare with Tigridias. The bulbs, which can be handled the same as Gladiolus, bloom in mid-summer. Each stalk produces several flowers and this prolongs the display.

For something strikingly beautiful and unusual we suggest these Tigridias.

They are available with us in the five leading named varieties as under:

**ALBA GRANDIFLORA** — Pure white.

**CANARIENSIS** — Bright yellow.

**LILACINA** — Crimson with spotted center.

**SPECIOSA** — Scarlet with golden center.

ALL AT THE SAME  
NEW LOW PRICE

Per Doz.	\$ .80
Per 100	5.50
Per 1000	45.00

MIXTURE OF ALL COLORS ..... Per Doz. \$ .75; Per 100, \$5.00; Per 1000, \$40.00

Tigridia package offered on Page 19

## TRITOMAS

\* Commonly known as "Flame Flowers" or "Red Hot Pokers" because of their spike-like, brilliant colored flowers.

This is one of the showiest subjects for the summer garden and produces a continuous profusion of flowers.

**PFITZERI**. Flame red color. Flowers late August and September.

Per Doz. ....	\$ 1.50
Per 100 .....	10.00
Per 1000 .....	90.00

## TUBEROSES

**DWARF PEARL**. The true double variety. .... Per 100 \$6.50; Per 1000 \$60.00

**MEXICAN SINGLE**. The popular ever blooming variety.

Top size bulbs .....	Per 100 \$6.50; Per 1000 \$60.00
1st size bulbs .....	Per 100 5.00; Per 1000 45.00

See Page 19 For Our Attractive Tuberose Package.

Less than 25 bulbs sold at the dozen rate, from 25 to 249 at the 100 rate, 250 and more at the 1000 rate.



MONTBRETIA



RANUNCULUS



TIGRIDIA PAVONIA





LILIAM REGALE



LILIAM AURATUM



LILY OF THE VALLEY

## HARDY LILIES

Hardy Lilies add refined beauty and dignity to any garden planting. Most of the varieties we offer are good growers and with ordinary care will increase from year to year and provide a magnificent display.

Florists always can find use for their cut flowers. In addition to our own stocks, we are direct importers from reliable European and Asiatic sources.

**LILIAM ALBUM.** Pure glistening white form of speciosum. This is the favorite white lily for garden planting. 8/9" bulbs.

Per Doz. \$7.50; Per 100 \$50.00

**LILIAM AURATUM.** Tall, noble lily growing 4 to 6 ft. high. Huge, fragrant flowers are white with red spots and a golden rib down the center of each petal.

8/9" .....	per Doz. \$2.25;	Per 100 \$16.00;	Per case of 200 \$30.00
9/10" .....	Per Doz. 4.00;	Per 100 25.00;	Per case of 140 30.00

**LILIAM FIRE KING.** Fine new flame red variety. In our fields this summer, we had many stalks with more than 25 flowers. An unusual color and a fine collection to the lily group.

Each \$0.60; Per Doz. \$6.50; Per 100 \$50.00

**LILIAM HANSONI.** Golden yellow wax like flowers with maroon spots. Reflexed petals. 8/9" bulbs.

Per Doz. \$2.50; Per 100 \$18.00

**LILIAM HENRYI.** Very tall variety. Reflexed petals of clear yellow.

Per Doz. \$3.00; Per 100 \$20.00

**LILIAM ORANGE TRIUMPH.** Beautiful light orange with darker spots. Very free flowering.

Per Doz. \$1.75; Per 100 \$12.00

**LILIAM REGALE.** Large white trumpet with markings of pink, yellow and brown. Will increase rapidly under good garden conditions and make a beautiful yearly display.

7/8" .....	Per Doz. \$2.00;	Per 100 \$12.00
8/9" .....	Per Doz. 2.50;	Per 100 15.00
9/10" .....	Per Doz. 3.00;	Per 100 20.00

**LILIAM RUBRUM.** Three to four feet high with large, open reflexed flowers of carmine pink with crimson spots. Long a favorite among hardy lilies. Large 8" bulbs.

Per Doz. \$2.50; Per 100 \$17.50; Per case of 200 \$32.00

**LILIAM TRIGRINUM.** Well known tiger lily. Orange with black spots. Very good grower. Large bulbs.

Per Doz. \$1.75; Per 100 \$12.00

**LILIAM A. VOLLMER.** A recently discovered pure yellow Tiger Lily which we offered exclusively for the first time last year. A real yellow without a trace of orange.

Per Doz. \$6.00; Per 100 \$40.00

## LILY - OF - THE - VALLEY

These pips are neatly tied in convenient bundles for store handling. We maintain them in cold storage and can ship dormant stock in any units as desired.

**FLOWERING PIPS.** Imported stock.  
Per 100 \$6.00; Per 1000 \$50.00

**SMALLER PIPS FOR GARDEN PLANTING**  
Per 100 \$3.00; Per 1000 \$25.00

Less Than 25 Bulbs Sold at the Dozen Rate, From 25 to 249 at the 100 Rate, 250 and More at the 1000 Rate



## Customers Want A Brand Name

They want to know who is back of the merchandise they buy. And that is why our packages—unconditionally guaranteed—are being used by most of the leading garden outlets. They build a continuing year by year demand by customers who recognize them and want them again.

### GLADIOLUS PACKAGES

These packages are uniform in size, 12x6x2", and have attractive four color wrappers showing the flowers in natural colors. Planting and growing instructions are printed on the side panels.

The bulbs are the same high quality, in both size and varieties as we sell to our florist customers and each bulb is treated to rid it of thrips and other insect pests.

These Gladiolus, together with our Dahlias and other packages shown on the next three pages, have for many years been sold by many of the country's most prominent garden outlets and their customers know them as a branded and dependable quality product.

**MIXED VARIETIES.** Package containing 25 top size bulbs in a fine assortment of leading popular kinds. **Per package \$ .85**

**ELITE MIXTURE.** We are putting up this collection in response to many requests from our customers who wanted something more outstanding than the usual standard varieties we include in our regular mixture. This new Elite Collection contains 25 bulbs and each one is different—actually 25 varieties which take in the complete color assortment. **Per package \$1.00**

**PINK VARIETIES.** This contains the most popular pink kinds such as Picardy, etc. **Per package \$ .90**

**RED VARIETIES.** All red varieties in this package and red is always popular. **Per package \$ .90**

**YELLOW VARIETIES.** Yellow kinds have been in short supply for many years but we now have a good stock. **Per package \$ .90**

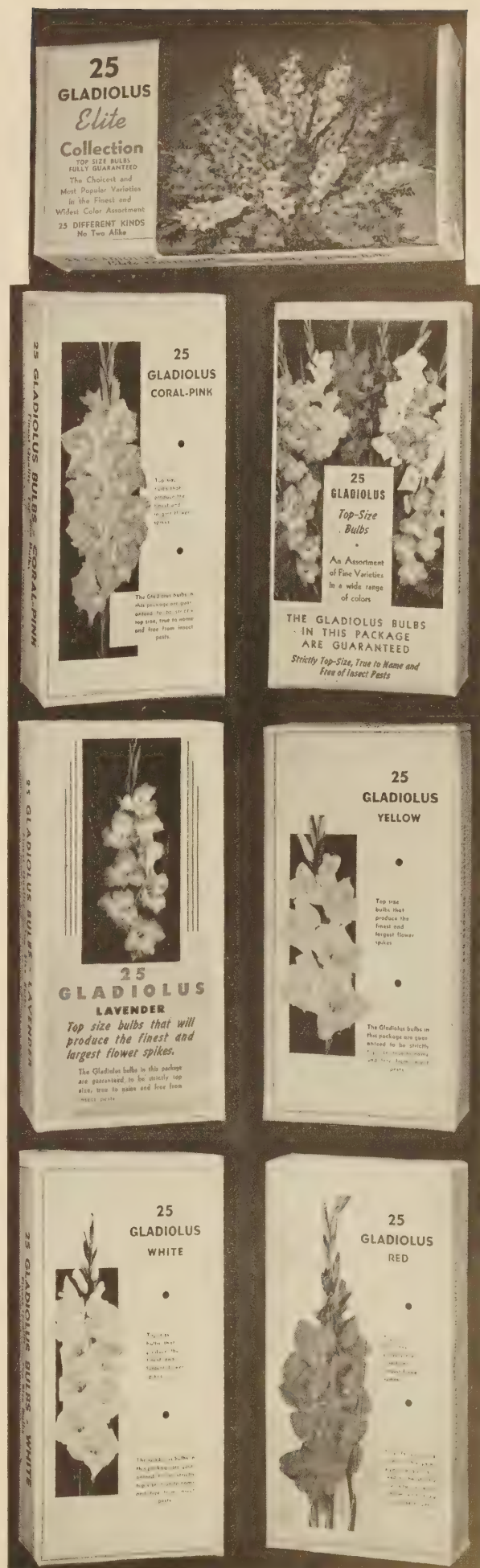
**PURPLE & LAVENDER VARIETIES.** Most garden planters like these colors and this package is among our best sellers. **Per package \$ .90**

**WHITE VARIETIES.** We have a large supply of white Gladiolus in the very finest varieties which we put in these packages. **Per package \$ .90**

### Miniature Gladiolus

For the first time we are able to put out a collection of 25 mixed Miniature Gladiolus. The bulbs measure 1 1/4" or more in diameter and the collection is made up of all the leading Miniature varieties in a wide range of colors. These bulbs are ideally suited for border planting and the flowers they produce can be used very successfully in artistic flower arrangements. The label is in full color and the box is the same size as our other collections.

**Per package \$1.00**





# ATTRACTIVELY BOXED DAHLIA COLLECTIONS

Dahlias are one of the most difficult horticultural items to merchandise in a retail way. The tubers themselves are unattractive and their keeping quality on retail display is the despair of the seed store manager.

We have proved over the past twenty-five years that our collections are the answer to the retailing of Dahlias. Their wrapping and packing insures against dehydration and their attractive wrapper, displaying Dahlias in actual color, promotes sales by several hundred percent. So sure are we of our product that we guarantee the performance of each root to the ultimate buyer—something never before possible in the horticultural trade.

If you want to take the headaches out of your Dahlia sales, order a trial shipment of these collections and join our long list of satisfied customers.

## "Garden Full of Dahlias"

This collection contains six of the most popular standard varieties such as Jane Cowl, Jersey's Beauty, etc., and the whole color range is represented. The names of the varieties are plainly printed on the front of the box and each root is labeled. This package is the most popular number and sells itself wherever displayed.

Each \$.75

## "Super Collection"

In this collection we pack six outstanding varieties that are all renowned kinds in the higher price brackets. The varieties are named on the outside of the package and each root is labeled. Here is an opportunity to feature six leading varieties that every Dahlia grower wants, and at a price much lower than they could be bought individually.

Each \$.90

## "Pompon Collection"

Six choice pompon varieties, one each of six different colors. Same attractive package with group illustration of Pompon Dahlias in actual color.

A good demand exists for these dainty Pompon varieties and, at the low price at which this collection can be sold, will prove to be a good seller. Each root labeled.

Each \$.75

## "Miniature Collection"

A very beautiful four color wrapper, showing six of the leading varieties, encloses this collection. We believe this is the first time that these beautiful Miniature types have been made available at such low prices. There is a pronounced trend toward these smaller flowers and this collection fills a timely need. Each root labeled.

Each \$.75

## "Cactus Collection"

Every Dahlia-lover wants Cactus varieties and for years we have been building up our stocks of this type to enable us to put up this collection at a reasonable price. A wide range of colors is represented in the six varieties and all are true Cactus types. This package is very attractive and will sell itself. Remember, every root is guaranteed. Each root labeled.

Each \$1.25

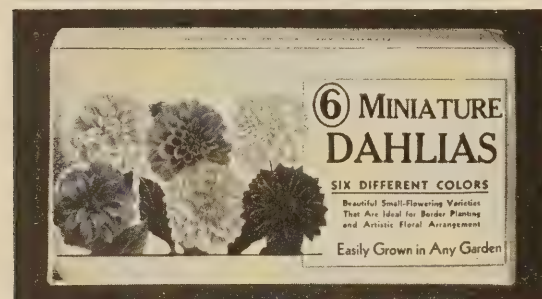
## "Bicolor Collection"

This collection of 6 different bicolor Dahlias is an answer to an ever increasing demand for this type flower. It has taken a good many years to build up the necessary stock and now we can offer a leading variety in each color combination. Each root is labeled, the wrapper is in full color, and the package is self-selling.

Each \$1.00

## GUARANTEED !!

Each of these Dahlia collections is unconditionally guaranteed by us and free replacement will be made to the ultimate user of any root that fails to give entire satisfaction for any reason whatsoever.





Postage  
Will be Paid  
by  
Addressee

No  
Postage Stamp  
Necessary  
If Mailed in the  
United States

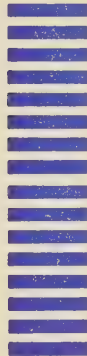
**BUSINESS REPLY ENVELOPE**

First Class Permit, No. 3, Sec. 34.9, P. L. & R., Syosset, N. Y.

**WALTER J. GUILLE, Inc.**

**Flower Bulb Specialists**

**SYOSSET, N. Y.**













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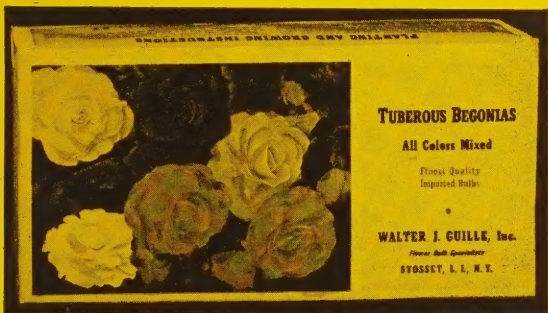
# DAHLIAS IN INDIVIDUAL PACKAGES

By actual test these packages increase Dahlia sales 300 to 400%

These individual Dahlia boxes each contain one plump root that is wrapped in moisture-proof paper to preserve it in good condition until planting time. The boxes are attractively printed in the natural colors of the flowers and make a good, colorful sales appeal when properly displayed. Planting and growing instructions are shown on each box.

They are available in the following colors—Lavender, Orange, Pink, Red, White, Yellow.

All at the same price. \$15.00 per 100



## ← Begonia Package

This package contains 12 first size bulbs of Double Camellia Begonias in a well balanced color assortment. The wrapper shows the flowers in natural color and the complete growing instructions make this package a ready seller.

Price each \$1.25



## Children's Summer Garden

An attractive self-selling collection for young gardeners. It contains 24 Oxalis, 12 mixed Gladiolus, 3 Pompon Dahlias along with a planting pattern and simplified growing instructions. Each bulb guaranteed to perform satisfactorily. The wrapper is in full color.

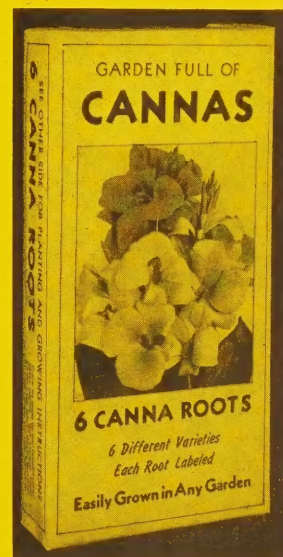
Price each \$1.00



## Canna Package →

There is a good demand for Canna roots and this package enables our dealers to sell them without any grief—for each root is wrapped in moisture proof paper to preserve it. The package contains six roots in six different varieties. Very attractive cover. Each root labeled.

Price each \$.70



## Double Tuberose Package

We offer for the first time a collection of Double Tuberose bulbs. The package is similar to our other collections and contains 12 select quality Double Tuberoses. The price is reasonable and the packages will sell themselves.

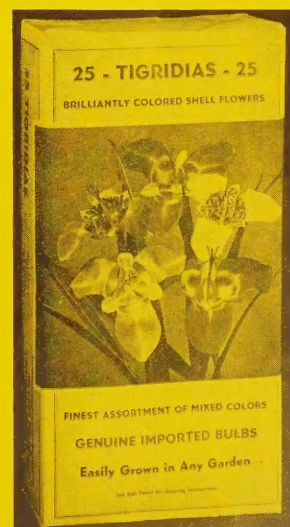
Price each \$1.00



## Tigridia Package →

We have successfully packaged this showiest of all garden subjects. Each package contains 25 assorted Tigridias in the full range of colors. These colors are clearly shown on the attractive package.

Price each \$1.00



All our packages are intended for resale and to protect our legitimate dealers we will not fill any original order for packaged items that does not total \$25.00. Refill orders for any quantities will gladly be taken care of.



# WHOLESALE CATALOG-Spring, 1955



## WALTER J. GUILLE, INC.

FLOWER BULB SPECIALISTS

SYOSSET, LONG ISLAND, NEW YORK